

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Patrick Venetucci

DATE: November 18, 1994

FROM: Michelle Marcisak & Wendy Marin

SUBJECT: Virginia Slims Legends Logo Creative Brief

The following requests the development of a logo treatment for the Virginia Slims Legends Tour that will take place throughout the 1995.

PROGRAM BACKGROUND

The Virginia Slims Legends Tour is a series of weekend tennis events combined with concerts featuring female legends of music and tennis. The event was tested successfully in Houston in March of 1994.

PROGRAM OBJECTIVES

- Leverage Virginia Slims' image -- understanding the style and attitude of today's woman -- by celebrating the accomplishments of women. (Now you're there, baby!)
- Leverage Virginia Slims' 25 years of equity in women's tennis.
- Build continuity of purchase among Virginia Slims smokers and create trial and purchase opportunities among key competitive smokers.
- Generate names for the database.

PROGRAM STRATEGIES

- Build on Virginia Slims' equity in tennis by developing Virginia Slims Legends Tour in six key brand markets.
- Develop extensive tennis and bar nights grassroots promotions to generate names for our database.
- Extend brand visibility through advertising and public relations campaigns promoting the concerts and tennis.
- Create marketing promotions to generate additional sales.

AUDIENCE

Current Virginia Slims smokers and competitive smokers age 21+.

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ASSIGNMENT

Create several versions of a logo which will each communicate the following:

- 1) Virginia Slims
- 2) Legends
- 3) Tennis and Music

To begin with, we would like to see several versions focusing on a completely new and fresh look that will generate consumer excitement. The look should be contemporary and fun while remaining simple in order to facilitate immediate recognition.

Secondly, we would like to see several versions utilizing and updating the existing Ginny logo. We feel that the equity in the Ginny logo, due to its twenty-five year history, may assist us in increasing awareness.

We are open to looking at a new event title if Virginia Slims Legends does not fit with the creative developed. However, a new event title should not be a priority.

SPECIAL INSTRUCTIONS

- Logo must be adaptable to a number of different sized and shaped materials (i.e., banners, P.O.S. materials, stationery, incentives, bar materials).
- Use PMS colors only.
- Keep the number of colors to a minimum. Four-color logos work best for the number of different materials that we need to produce, but we are willing to look at more than four colors if it is essential to the impact of the logo.
- Logo should be bright, fun and contemporary.
- Keep it simple!

NEXT STEPS

<u>Date</u>	<u>Activity</u>
December 2	Initial Tissues Due
December 9	Comps Due

cc: Ina Broeman
Bob Ferrin
Edna Moore
Norma Suter

John Buehler
Bob Schewe

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Tennis Talent

Tracy Austin
Rosie Casals
Frankie Durr
Chris Evert
Evonne Goolagong
Billie Jean King
Hana Mandlikova
Olga Morozova
Martina Navratilova
Betty Stove
Wendy Turnbull
Virginia Wade

Music Talent

Barbara Mandrell
Gladys Knight
Martina McBride
Celine Dion*

*Participation to be confirmed

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**VIRGINIA SLIMS LEGENDS TOUR
1995 SCHEDULE**

DATES	LOCATION
April 7-9	Tampa, Florida
May 5-7	Charlotte, North Carolina
May 19-21	Richmond, Virginia
October 6-8	Oklahoma City, Oklahoma
October 13-15	Houston, Texas
December 1-3	Delray Beach, Florida

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